

## NOAA Education Council Meeting

Date/Time: November 20, 2013 / 1:00–4:00 pm  
Location: SSMC3, Room 14836  
Dial-in: 866.901.0711  
Passcode: 8134683  
Contact: Lisa Nakamura (202) 482-3139, Sepp Haukebo (202) 482-9183

Adobe Connects Link to Meeting: <http://connectpro46305642.adobeconnect.com/edcouncil/>

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[http://www.oesd.noaa.gov/leadership/edcouncil/docs/Audio\\_AdobeConnects.pdf](http://www.oesd.noaa.gov/leadership/edcouncil/docs/Audio_AdobeConnects.pdf)

## AGENDA

- 1:00 Welcome/Opening remarks - Louisa Koch
- 1:15 Strategic Plan Update - Christos Michalopoulos (10 min)
- 1:25 FY15 Blue Book (*Input requested*) - John Baek (10 min presentation/ 20 min discussion)
- 1:55 Updates and announcements
- 2:20 Break (15 min)
- 2:35 Council Work Group Alignment with New Strategic Plan (*Input requested*) - Lisa Nakamura and Christos Michalopoulos (10 min presentation/ 30 min discussion)
- 3:15 The NOAA View data portal for outreach and education (*Input Requested*) - Dan Pisut and Nina Jackson (15 min presentation/ 10 min discussion)

## Attendance

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**In person:** Louisa Koch (LK), Bronwen Rice (BR), Chelsea Berg (CB), Christos Michalopoulos (CM), Dan Pisut (DP), Jennifer Hammond (JH), John Baek (JB), Leah Henry (LH), Marlene Kaplan (MK), Nina Jackson (NJ), Peg Steffan (PS), Rochelle Plutchak (RP), Ron Gird (RG), Sarah Schoedinger (SSch), Shannon Sprague (SS), Steve Storck (SSt),

**On the phone/chat:** Carla Wallace (CW), Eric Hackathorn (EH), Frank Niepold (FN), Judy Koepsell (JK), Kate Thompson (KT), Lisa Nakamura (LN), Molly Harrison (MH), Rochelle Plutchak (RP), Paula Keener-Chavis (PKC), Stephanie Bennett (SB), Seaberry Nachbar (SN), Tanja Fransen (TF)

**Presenters/guests:** n/a

**Online presenters:** n/a

## Summary of actions and decisions:

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**ACTION:** Christos will share the current draft strategic goals with the rest of the Education Council. (Action completed)

**ACTION:** Nina will provide the Ed Council with an announcement of NOAA View and asks that the Ed Council distributes it to their communities. (Action completed)

## **Welcome/Opening Remarks (LK)**

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- LK - In terms of budget, if a deal is not reached before December 13 while both Chambers are in session, sequestration and another government shut-down will be difficult to avoid in a last minute scramble in January. Getting another round of sequester on top of our 2013 levels would be very difficult for our agency to absorb without considering measures such as furloughs.
- As for the Committee on STEM Education (CoSTEM), there are several efforts moving forward with the working groups and we are very active in them. Also, I have heard some feedback from OMB, they are moving forward with the consolidation. I am unsure if that means they will take the same approach regarding budget consolidation as they did last year.
- I am hearing the earliest we will get the FY15 passback from OMB is mid-December. Similar to last year - where they waited to see the direction of Congress before submitting the President's budget - they'll likely do that again this year. I wouldn't be surprised if we go through January before Congress makes a decision on the budget for FY'14 and the President isn't willing to transmit FY'15 until the final FY'14 appropriations bill passes.
- I also want to say welcome to Leah Henry from the Marine Debris Program; they have an excellent education program there. Glad to have you here Leah.

## **Strategic Plan Update - Christos Michalopoulos (10 min)**

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- CM - Steve Storck who has been the lead in drafting the next generation Strategic Plan has decided to reduce his hours to part time for the next 6 months. Although he has carried the ball on the strategic planning for some time, it has taken a toll on him and he is ready to pass the torch. He is assembling all of his work, putting it on paper, and sending it to us in the next two weeks. The Office of Education will assess where we are and what we need to get to the final draft phase. I will ping several of you throughout the process on how to move forward as a community. We will make a formal presentation to the Coordinating Committee regarding recommendations and hopefully come back to the Ed Council in January/February with a concrete set of options to vote on. The long end of the story, with Steve taking a break we will need some moderate lifting efforts from select members of the community. So stay tuned.

## **FY15 Blue Book (Input requested) - John Baek (10 min presentation/ 20 min discussion)**

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- JB - Lisa asked me to present this for her today and we wanted to present a different process for presenting the data we collect in preparation for the Blue Book each year.

See presentation.

- LK - Just to jump in here, what we have heard so far from Budget is that OMB and Congress want a more slimmed down Blue Book, more focused on the request. The Education chapter was more of an update. There continues to be strong support to have education in there, but it will be a dramatically shorter section.
- PS - We just finished 3 accomplishments for the NOS accomplishments report. Can these be the same?
  - JB - Same is fine.
  - LK - Unless you want to change them up.
- JB - This database also helps us to respond to data calls throughout the year not just this annual report.
- CB - Last year we were only able to submit a 100 character response but this year they want us to slim down that response even more, can you clarify?
  - CM - Last year the limit was 150 words and we decided to pull our section, Co-STEM being the primary reason. Many of you wanted an accomplishment report for PR purposes. We were not sure what the audience would be for that. Given the uncertainties of the Blue Book this year, Lisa and John have designed a data collection system to collect our accomplishments that is the most flexible. We want each accomplishment to be tagged by our Education Strategic Plan goals and NGSP goals.

- LK - If they allow us to put one education vignette in each line office's chapter, then we will take the best line from each of your responses. If they tell us there is room under the goals section, we can provide a different vignette under that goal. We are trying to be ready for any type of Blue Book. We also want it specific to locations. If I get a chance to meet with a congressional, we will use those location specific responses to pull a specific vignette from that area. It may be a bit of an overreach for the Blue Book but we just want to be prepared.
- BR - Under the submission guidance, the form we received for this current data call did not have some of these same pieces. For example I don't remember the piece where we connect to the goals.
  - JB - It didn't have the first three sub-bullets: focus on tangible benefits to a community, tie back to NOAA assets (places, data, expertise) leveraged, and be as geographically specific as possible.
  - BR - Can we submit images through that form as well?
  - JB - Lisa provided a folder for you to submit those under Google Drive. Copy the URL to that form.
  - BR - As for photo releases, do you want us to physically have the release or can we just be assured that the photo has a release from the original program that provided it?
  - LK - The latter is enough, as long as we know that someone has the release then we are covered.
- JH - My only concern is that for this year we should not become too concerned with the look and feel. The chapter form that we used for the last Blue Book could be sufficient just for this year until the Blue Book group under M&E can create a new style for next year. Sometimes we get too hung up on these aesthetics and never get a final product.
  - JB - We'll have the data so that shouldn't be a problem.
  - JH - Yes but I just mean the actual layout of the report, for now the easiest way I think is to use a past template and get the final product out the door. Then we can worry about layout at a later date.
  - LK - One way or another I would like to have a document that I can bring to the Hill. Even if the President's budget hasn't been released yet I would like to have an accomplishments handout ready to go. Although I don't know when I'll want the pie chart so the final product will have to be thought through.

## Break

### Council Work Group Alignment with New Strategic Plan (Input requested) - Lisa Nakamura and Christos Michalopoulos (10 min presentation/ 30 min discussion)

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See presentation

- CM - Most of you have an idea of what the goals look like for the proposed education strategic plan. If something comes to mind as far as potential new working groups, the December meeting is your chance to bring it up. For example we have a new goal associated with Weather Ready Nation and we don't have any WGs that deal with that element. I'm not asking our colleagues to take this on but it is an opportunity. Also, anyone who is not a lead or co-lead can propose a new WG through this slide.
  - PS - Does citizen science fit this proposed new WG structure?
  - CM - Yesterday, John, Sepp, and I discussed how to move forward with that community of practice. We are not sure of whether or not it is the right time now while the community is still so young, but we will think through this further to be prepared for any discussions.
  - PS - Good, because there are already some great programs out there that span the width of NOAA and already have some great education components.
- CM - Lisa is going to spend some time with the CoComm on Dec 6 to prepare for the WG presentations. The transition of the WGs with the new Strategic Plan is also an opportunity for us to revisit the purpose of the CoComm. If you have any questions please direct them to Lisa.
- BR - Can you point everyone to the most recent version of the draft strategic plan for reference?
  - CM - Great question, at this point Steve is putting all of this together. I can send the draft goals to you in the meantime though.

**ACTION:** Christos will share the current draft strategic goals with the rest of the Education Council.

**Due date:** completed

## The NOAA View data portal for outreach and education (Input Requested) - Dan Pisut and Nina Jackson (15 min presentation/ 10 min discussion)

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- LK – Dan has gone above and beyond in the last few weeks as far as the Science on a Sphere is concerned and I want to thank him for that.
- DP – I want to thank Louisa for this project, NOAA View. We came up with a lot of ideas on how to provide the NESDIS data to the public and this is our final product.

See presentation

- DP – The great thing about NOAA View is that we will give you all the data we have. So for the first observation on oxygen from the '70s, we will include that for you. If you want science quality data, there are links from this site to those; this site though is designed primarily for education. You can also link this to a Google Earth file, lots of teachers prefer that.
- CM – Is there a place where you discuss that there is heavy interpolation of the data, say for instance we only have 75% of the data?
  - DP – In some of the datasets you will see a color band associated with no data. You will also see asterisks on some of the datasets that signify if/how we extrapolated the data.
- CB – Are the Great Lakes included there?
  - DP – It just depends on whether they have data in that dataset. We are always adding datasets and we want to add a U.S. view that could be more refined for more specific datasets.
  - CB – Do you think you want to get to the state level for teachers to use?
  - DP – We may but we don't want to duplicate something that already exists in NOAA. For instance CSC has some great state specific data viewing options out there.
- SHa – Is there somewhere for a teacher that creates a lesson using NOAA View can tell others how they used this tool?
  - DP – There is a contact link on the initial screen. There is also a subscribe feature so that we can notify others of when new data is available. Also, as we begin to evaluate this system over the next year, we will also begin to promote it at conferences.
  - LK – Do you envision a place that people could post products that they have made using this tool?
  - DP – That would be great, we would love to see that somehow.
  - LK – It would be an interesting component to include considering you already think that people are going to take this and do great things with it.
  - DP – Those are the types of things that I could see us promoting when we send out newsletters. We could say for instance, here are some new features please tell us how you currently use NOAA View.
  - LK – You could even have a user feature of the month.
- SSch – You're wanting to ramp up use of this and it is in Beta now. Do you see this something that could be advertised for use in grants like the ELG?
  - DP – The bones are there, we definitely hope to advertise this for use with any of our education grants.
  - SSch – We have a number of applicants that would be interested in this.
  - PS – It might be good to hold a webinar with those folks that are interested.
- NJ – So far through the media, we have provided information to them. We need your communities so that we can send them something and perhaps have them subscribe. We also need some help spreading the work through Tweets, Facebook, and any other social media. We want to distribute this to the broad education community and let everyone know that this is a NOAA tool, not just NESDIS. Also if anyone is interested in getting trained on presenting NOAA View to others we would be happy to do so.
  - DP – We also will have some printed material available very soon in case anyone is going to a conference and would like to distribute materials. We are also happy to provide webinars to introduce anyone interested in the product.

**ACTION:** Nina will provide the Ed Council with an announcement of NOAA View and asks that the Ed Council distributes it to their communities.

- JH – It would be neat to have this highlighted to the general public on World Ocean Day.
- DP – This also works great on touch screens.
- JH – Do you track the ways in which people use it?

- DP – We don't have the ability to track like they do with the Ocean Today Kiosk. We do have Google analytics running on it and that tells us which files are being pulled.
- SB – I've already been sending this out teachers to see how they're going to use it and I look forward to talking with you more Dan on how to be more synergistic with our efforts.
- LK – Have you briefed the Coastal organization?
  - DP – No, this is only our second briefing.
- LK – Well it is a stunning product and we thank you for presenting today, congratulations on a great product.

## **Updates and announcements**

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